

Abstract of the Invention

- 5                   Social dilemma virtual world environment (VWE) software facilitates creation and usage of social dilemma tests or exercises for measuring and analyzing online interactive societies. An online interactive society arises whenever two or more people interact through a computer-based communication medium, which may include text or written
- 10 communication, audio communication, still or motion video communication, or any combination of these communication formats. The social dilemma VWE software and the methodology of the present invention are capable of distinguishing the levels of cooperation and trust that are created by various interface and social factors within online interactive societies.
- 15 Evaluating with social dilemma VWE software the effects of such social and interface factors on the degree of online cooperation allows such factors to be incorporated into the design and functionality of online interactive societies.